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AUTHOR Lucal, Karle A.
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ABSTRACT

The general purpose of the occupational analysis is to provide workable, basic information dealing with the many and varied duties performed in the wholesale florist occupation. The document opens with a brief introduction followed by a job description. The bulk of the document is presented in table form. Five duties are broken down into a number of tasks and for each task a two-page table is presented, showing on the first page: tools, equipment, materials, objects acted upon; performance knowledge (related also to decisions, cues and errors); safety--hazard; and on the second page: science; math-number systems; and communications (performance modes, examples, and skills and concepts). The duties include: buying and selling flowers, florist's greens, and florist's supplies and accessories; keeping records and inventories; establishing maintenance and delivery system; and promoting public relations. (BP)

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WHOLESALE FLORIST

Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

5146

AN ANALYSIS OF THE WHOLESALE FLORIST OCCUPATION

Developed By

Karle A. Lucal
Instructor, Horticulture
Penta County Vocational School
Perrysburg, Ohio

Occupational Analysis
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June 1, 1973 to December 30, 1974
Director: Tom L. Hindes
Coordinator: William L. Ashley

The Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

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FOREWORD

The occupational analysis project was conducted by The Instructional Materials Laboratory, Trade and Industrial Education, The Ohio State University in conjunction with the State Department of Education, Division of Vocational Education pursuant to a grant from the U.S. Office of Education.

The Occupational Analysis project was proposed and conducted to train vocational educators in the techniques of making a comprehensive occupational analysis. Instructors were selected from Agriculture, Business, Distributive, Home Economics, and Trade and Industrial Education to gain experience in developing analysis documents for sixty-one different occupations. Representatives from Business, Industry, Medicine, and Education were involved with the vocational instructors in conducting the analysis process.

The project was conducted in three phases. Phase one involved the planning and development of the project strategies. The analysis process was based on sound principles of learning and behavior. Phase two was the identification, selection and orientation of all participants. The training and workshop sessions constituted the third phase. Two-week workshops were held during which teams of vocational instructors conducted an analysis of the occupations in which they had employment experience. The instructors were assisted by both occupational consultants and subject matter specialists.

The project resulted in producing one hundred two trained vocational instructors capable of conducting and assisting in a comprehensive analysis of various occupations. Occupational analysis data were generated for sixty-one occupations. The analysis inlcuded a statement of the various tasks performed in each occupation. For each task the following items were identified: tools and equipment; procedural knowledge; safety knowledge; concepts and skills of mathematics, science and communication needed for successful performance in the occupation. The analysis data provided a basis for generating instructional materials, course outlines, student performance objectives, criterion measures, as well as identifying specific supporting skills and knowledge in the academic subject areas.

PREFACE

This occupational analysis was undertaken with the end in view that every horticulture teacher should have available to him/her units of instruction on every phase of the horticultural field. The wholesale florist plays a major role in the industry and is a vital link in the chain from producer to ultimate consumer. The information put forth herein was derived not only from personal experience but also from many visits and dealings with several wholesalers. The main jobs of a wholesale florist are outlined and the tasks and sub-tasks for each job are analyzed. The size of a wholesale florist will vary greatly from one community to another, but the jobs and tasks are similar with only the number of personnel being different. The pursuance of this occupational analysis should give an instructor the basis for presenting the fundamentals of the wholesale florist industry.

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Columbus, Ohio

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Columbus, Ohio

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The Ohio State University
Beachwood, Ohio

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Columbus Technical Institute
Columbus, Ohio

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The Ohio State University
Columbus, Ohio

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Worthington High School
Worthington, Ohio

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Worthington, Ohio

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Kent, Ohio

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Carol Fausnaugh	Typist
Mindy Fausnaugh	Typist
Rita Hastings	Typist
Carol Hicks	Typist
Sue Holsinger	Typist
Barbara Hughes	Typist
Carol Marvin	Typist
Patti Nye	Typist
Kathy Roediger	Typist
Mary Salay	Typist

JOB DESCRIPTION

The wholesale florist buys and sells flowers, florist's greens, florist's supplies and accessories; and keeps adequate levels of inventory on all products sold. He/she also keeps records of sales purchases and performance records and files on all personnel. The wholesale florist maintains an efficient delivery system to keep in good standing with retailers. As a member of the community, he/she must also promote good public relations with suppliers and customers and comply with all federal, state and local regulations in reference to wages, Social Security, unemployment and industrial compensation. It is necessary to maintain all equipment, trucks, refrigerators, lighting, storage areas, display areas, and offices to perform and serve at top efficiency. To run an effective business, the wholesale florist establishes credit for both buying and selling; and prepares budgets for advertising, maintenance, payroll and other operations. He/she also joins and attends professional organizations and meetings.

Duty A Buying Flowers, Florist's Greens, Florist's Supplies and Accessories

1 Buy fresh cut flowers
2 Buy potted flowering plants
3 Buy foliage plants
4 Buy florist's greens
5 Buy supplies and accessories
6 Prepare advertising materials
7 Use various media of advertising such as direct mail, radio, T.V., newspapers

(TASK STATEMENT) BUY FRESH CUT FLOWERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety Use caution in connecting and disconnecting electric cords
Hazard Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made	Price information, inspection of product availability of product	Inefficient use of funds
Determine selection of products to be purchased	Analysis of past sales records, projection of future sales trends; analysis of area market requirements, determination of season and holiday needs	Inferior product purchased
Determine quantity of each product to be purchased	Budget information, allowable expenditure, availability of product, perishability of product, projected sales	Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read Price lists
- Freight rates
- Catalogs

Write Purchase orders
- Order letters following principles of proper format and content

Speak (telephone)
- Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation.

(TASK STATEMENT) BUY POTTED FLOWERING PLANTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety Use caution in connecting and disconnecting electric cords
Hazard Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information, inspection of product, availability of product Analysis of past sales records, projection of future sales trends, analysis of area market requirements, determination of season and holiday needs Budget information, allowable expenditure, availability of product, perishability of product, projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read: Price lists
Freight rates
Catalogs

Write Purchase orders
Order letters following principles of proper format and content

S telephone)
priate diction
of expression
usage
t enunciation

(TASK STATEMENT) BUY FOLIAGE PLANTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety. Use caution in connecting and disconnecting electric cords
Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purcha Determine quantity of each product to be purchased	Price information, inspection of product, availability of product Analysis of past sales records, projection of future sales trends, analysis of area market requirements, determination of season and holiday needs Budget information, allowable expenditure; availability of product, perishability of product, projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills.
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division with decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read: Price lists
- Freight rates
- Catalogs

Write. Purchase orders
- Order letters following principles of proper format and content

Speak: (telephone)
- Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation

(TASK STATEMENT) BUY FLORISTS' GREENS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air and truck
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order product

SAFETY – HAZARD

Safety: Use caution in connecting and disconnecting electric cords
Hazard: Potential for electric shock and burn

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information, inspection of product, availability of product Analysis of past sales records, projection of future sales trends, analysis of area market requirements, determination of season and holiday needs Budget information, allowable expenditure, availability of product, perishability of product, projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read. Price lists
- Freight rates
- Catalogs

Write Purchase orders
- Order letters following principles of proper format and content

Speak (telephone)
- Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation

(TASK STATEMENT) BUY SUPPLIES AND ACCESSORIES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Calculators
Typewriters
Stationery and stamps
Freight rates for air, truck and U.P.S.
Catalogs
Price lists
Telephone

PERFORMANCE KNOWLEDGE

Determine and compare current prices from selected catalogs

Examine quality of product, if inspection is possible

Determine demand for product

Determine seasonality of product

Order supplies and accessories

SAFETY – HAZARD

Safety Use caution in connecting and disconnecting electric cords
Hazard Potential for electric shock and burns

DECISIONS	CUES	ERRORS
Determine from which supplier purchase will be made Determine selection of products to be purchased Determine quantity of each product to be purchased	Price information, inspection of product, availability of product Analysis of past sales records, projection of future sales trends, analysis of area market requirements, determination of season and holiday needs Budget information, allowable expenditure, availability of product, perishability of product, projected sales	Inefficient use of funds Inferior product purchased Incomplete product mix Waste

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Rounding off decimals and whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read: Price lists
- Freight rates
- Catalogs

Write Purchase orders
- Order letters following principles of proper format and content

Speak: Clarity of expression
- Appropriate diction
- Proper usage
- Perfect enunciation

(TASK STATEMENT) PREPARE ADVERTISING MATERIALS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Typewriter
Advertising mats
Drawing paper and pencils
Scotch tape
Thumb tacks
Scissors
Rubber cement
Mucilage
Drawing board
Telephone

PERFORMANCE KNOWLEDGE

Prepare copy (script) and layout for ads

Contact and correspond with media

Determine if media is available

Determine rate information

Submit copy to media

Instruct media on frequency, dates, time, etc.

SAFETY – HAZARD

Safety Use caution in using rubber cement
Hazard Potential for fire, burns

Safety Use caution in using scissors
Hazard Potential for personal injury—cuts, lacerations

Safety Keep mucilage bottle closed
Hazard Potential for inhaling, halucinogen

DECISIONS	CUES	ERRORS
Determine need for advertising	Analysis of sales records, customer traffic, popularity of product	Target market not reached by advertising message
Determine advertising budget	Analysis of financial information, sales trends, competition activity	Inefficient use of funds
Select media to be used	Media rate information, media availability, media's capacity to reach (market) audience	
Allocate advertising requirements to various media	Analysis of advertising budget, market saturation ability of each media, availability of media	
Determine market target	Analyze customer demographics, geographic area, competition activity	

DECISIONS (con't)	CUES (con't)
Compose advertising message	Analyze product mix in stock, target market requirements, competition activity
Select "feature" items	Product stock level, perishability of product, profitability, seasonality of product, demand for product

SCIENCE

MATH – NUMBER SYSTEMS

Ratio and proportion

Geometric constructions

COMMUNICATIONS

Interpret Usage of propaganda devices
Usage of emotional appeals
Usage of proper readership levels
Usage of logic
Usage of good, proper vocabulary
Usage of persuasive language

Read. Layout as presented

(TASK STATEMENT) USE VARIOUS MEDIA OF ADVERTISING SUCH AS DIRECT MAIL, RADIO/T.V., NEWSPAPER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Writing paper, pencils, pens
Drawing paper, pencils, pens
Price rates for advertising in various media
Drawing board
Telephone

PERFORMANCE KNOWLEDGE

Prepare copy (script) and layout for ads
Contact and correspond with media
Determine if media is available
Determine rate information
Submit copy to media
Instruct media on frequency, dates, time, etc.

SAFETY – HAZARD

DECISIONS	CUES	ERRORS
Determine need for advertising	Analysis of sales records, customer traffic, popularity of product	Target market not reached by advertising message
Determine advertising budget	Analysis of financial information, sales trends; competition activity	Inefficient use of funds
Select media to be used	Media rate information, media availability, media's capacity to reach (market) audience	
Allocate advertising requirements to various media	Analysis of advertising budget, market saturation ability of each media, availability of media	
Determine market target	Analyze customer demographics geographic area, competition activity	
Compose advertising message	Analyze product mix in stock, target market requirements, competition activity	
Select "feature" items	Product stock level, perishability of product, profitability, seasonality of product, demand for product	

SCIENCE

MATH – NUMBER SYSTEMS

Ratio and proportion

Geometric constructions

COMMUNICATIONS

Read: Orders for advertising layout

Interpret Layouts for newspaper
Scripts for radio/T.V.
Letter composition for direct mail

Duty B Selling Flowers, Florist's Greens, Florist's Supplies and Accessories

1 Sell by telephone (established customers)
2 Sell from the floor
3 Solicit new accounts by telephone
4 Identify merchandise sold

(TASK STATEMENT) SELL BY TELEPHONE (ESTABLISHED CUSTOMERS)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Telephone
Order blanks
Price lists
Pen, pencil

PERFORMANCE KNOWLEDGE

Call customer
Identify and name merchandise used by customer
Describe and promote new merchandise
Give all necessary information
Write order, arrange delivery
Process paper work

SAFETY – HAZARD

DECISIONS	CUES	ERRORS
Determine which customers to call	Analysis of past sales records of customer; customer inquiries for information; new market information	Loss of potential sales and/or customers Customer dissatisfaction
Determine which merchandise to	Analysis of past sales records of customer, customer inquires, related merchandise lines	Failure to achieve positive sales results in answer to objections

SCIENCE

MATH – NUMBER SYSTEMS

Addition and subtraction of whole numbers

Multiplication and division of whole numbers

Addition and subtraction with decimal fractions

Multiplication and division of decimal fractions

COMMUNICATIONS

Speak: Use clarity of speech, good diction, proper enunciation, persuasion

Listen: Handle customers' complaints and objections with poise, dignity and diplomacy

(TASK STATEMENT) SELL FROM THE FLOOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Order forms Billing machine Pen, pencil Price lists Merchanidse	Greet customer Determine customer's wants and needs Show customer merchandise Help customer make decision Write order on billing machine Wrap merchandise Collect or have customer sign	

DECISIONS	CUES	ERRORS
Determine customer needs Determine related products of interest (possible) to customer	Analyze past sales records; customer inquiries; related product lines Use past sales, manufacturer suggestions; creative selling techniques	Lost sales Customer dissatisfaction Selling inadequate products for customer's intended use

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction with whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions	Speak: Use clarity of speech, good diction, proper enunciation, persuasion Listen: Handle customer's objections with poise, dignity, respect and diplomacy Try to understand customer's desires and fulfill them

(TASK STATEMENT) SOLICIT NEW ACCOUNTS BY TELEPHONE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY - HAZARD
Directory of potential customers Telephone directory F.T.D. directory Teleflora directory Florafax directory Order blanks Price lists Pen, pencil	List names of potential customers and call each name on list Greet customer; Identify self, Explain purpose of call. Describe the kinds of merchandise offered for sale; Answer questions; Explain delivery system and how to establish credit. Invite potential customer to visit place of business; Thank potential customer for their time Follow-up first call in a few days or week Greet customer; Identify self; Explain reason for call, Inform potential customer that credit rating was investigated and found satisfactory; Extend a second invitation to visit or call; Thank.	

DECISIONS	CUES	ERRORS

SCIENCE	MATH - NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science	Addition and subtraction of whole numbers Multiplication and division with whole numbers Addition and subtraction of decimal fractions Multiplication and division of decimal fractions	Speak: Use clarity of speech, good diction, proper enunciation, persuasion Listen: Handle customer's objections with poise, dignity, respect and diplomacy Try to understand customer's desires and fulfill them

(TASK STATEMENT) IDENTIFY MERCHANDISE SOLD (FLOWERS, GREENS, SUPPLIES, ACCESSORIES)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Plant keys
Pictures

PERFORMANCE KNOWLEDGE

Distinguish between perishable and non-perishable flowers and greens (fresh and artificial flowers and greens, dried flowers)
Identify and name flowers and greens (fresh and artificial flowers and greens, dried flowers)
Identify supplies and accessories

SAFETY – HAZARD

Safety: Always handle ceramics and glass merchandise carefully to prevent breaking
Hazard. Potential of injury, cuts, lacerations
Safety: Always handle knives and scissors carefully
Hazard Potential of injury, cuts, lacerations
Safety: Always handle aerosols carefully
Hazard: Potential of injury, breathing fumes, damaged goods

DECISIONS	CUES	ERRORS
Determine positive correct identification and usage of products	Use learned principles, pictures, information, etc.	Incorrect information

SCIENCE

Plant science and plant identification

MATH – NUMBER SYSTEMS

COMMUNICATIONS

Read and comprehend: Botanical or plant keys

Explain: Identifications of criteria

Duty C Keeping Records and Inventory

1 Establish inventory control system
2 Maintain sales records
3 Maintain purchase records
4 Keep performance records and personal files on all personnel
5 Maintain payroll records and files on laws governing wages, unemployment and other compensation
6 Prepare budget (advertising, operation, maintenance, insurance)
7 Locate sources of and secure credit

(TASK STATEMENT) ESTABLISH INVENTORY CONTROL SYSTEM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Files
File folders
File index
Pencils
Pens
Typewriter
Printed inventory forms
Calculating machine

PERFORMANCE KNOWLEDGE

Determine information needs to be provided by system
Construct information retrieval system
Purchase or construct inventory forms
Fill in forms for each daily purchase
Total daily purchases
Deduct total daily sales from total stock level (for each item)
File inventory sheets in pre-determined order

SAFETY – HAZARD

Safety Connecting, disconnecting electric cords of business machines
Hazard. Potential electric shock

DECISIONS	CUES	ERRORS
Decide type of system to be constructed	Analysis of sales information available, retrieved information required, time and work availability	Inaccurate information retrieved Unusable information retrieved Inefficient use of time and work hours

SCIENCE

MATH – NUMBER SYSTEMS

Addition and subtraction of whole numbers

COMMUNICATIONS

Read. Invoices of incoming merchandise

Comprehend Categories of merchandise to be placed on inventory sheets

(TASK STATEMENT) MAINTAIN SALES RECORDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Files
File folders
File index
Calculating machines
Pens
Pencils
Printed forms

PERFORMANCE KNOWLEDGE

Total sales receipts daily or weekly for each salesman, use completed sales forms

Total sales receipts daily or weekly for entire sales operation; use completed sales forms

File recapitulated sales receipts

Enter sales totals on appropriate accounting forms

SAFETY – HAZARD

Safety Connect, disconnect business machines
Hazard Potential for electrical shock

DECISIONS

Decide if total should be taken weekly or daily

CUES

Analysis of information needs, time available

ERRORS

Inaccurate records
Inefficient maintenance

SCIENCE

MATH – NUMBER SYSTEMS

Addition and subtraction of whole numbers

COMMUNICATIONS

Read and comprehend Daily sales invoices

Interpret Terminology and code numbers on invoices

(TASK STATEMENT) MAINTAIN PURCHASE RECORDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Files
File folders
File index
Calculating machines
Pens
Pencils

PERFORMANCE KNOWLEDGE

Total purchase receipts daily or weekly using special forms for each salesperson and for entire sales operation

File recapitulated purchase receipts

Enter totals on appropriate accounting forms

Calculate discounts on purchases
Inspect customer agreements

SAFETY - HAZARD

Safety Connect, disconnect electrical cords on business machines
Hazard Potential electrical shock

DECISIONS	CUES	ERRORS
Decide if total should be taken weekly or daily	Analysis of information needs, time available	Inaccurate records Inefficient maintenance

SCIENCE

MATH - NUMBER SYSTEMS

Addition and subtraction of whole numbers

Multiplication and division with whole numbers

Rounding off decimals and whole numbers

Finding a percent of a number and what percent one number is of another

COMMUNICATIONS

Read and comprehend: Invoices of purchases

Interpret Terminology and discount rates

(TASK STATEMENT) KEEP PERFORMANCE RECORDS AND PERSONAL FILES ON ALL PERSONNEL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Files File folders File index Pens Pencils Typewriter	Keep records on absenteeism and tardiness and promptness of each employee Make evaluation reports of all personnel Integrity, enthusiasm for work, knowledge of job, aggressiveness in adapting to changed conditions, ability to accept supervision Put reports on file	

DECISIONS	CUES	ERRORS
Make accurate report	Analyze employee performance Consider supervisor's opinion	Inaccurate reports Incomplete reports

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science		Read and comprehend: Orders for daily duties Memos to call customers Speak Conversation with customers, employer and other employees emphasizing: Poise; Diction; Enunciation, Persuasion; Vocabulary, Clarity of Expression Listen: Customer needs, desires and complaints Politeness, Courtesy, Consideration

(TASK STATEMENT) MAINTAIN PAYROLL RECORDS AND FILES ON LAWS GOVERNING WAGES, UNEMPLOYMENT AND OTHER COMPENSATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Files
File folders
File index
Calculating machine
Pens
Pencils
Payroll checks
Check machine

PERFORMANCE KNOWLEDGE

Calculate each employee's pay, include social security and witholding tax (federal, state, city)

Calculate tax to be paid—federal, state and city

Calculate insurance to be paid—unemployment, state industrial, health and accident

File records of each category

Add new material pertaining to new laws, etc. in file

SAFETY – HAZARD

Safety Connect and disconnect electric cords on machines
Hazard. Potential shock from electric cord

DECISIONS

Implied

CUES

Application of specific mathematics in each case

ERRORS

Over-expenditure for wages
Incomplete information files
Investigation by government agencies
Inaccurate records

SCIENCE

MATH – NUMBER SYSTEMS

Addition and subtraction of whole numbers

Multiplication and division with whole numbers

Addition and subtraction of decimal fractions

Multiplication and subtraction of decimal fractions

Rounding off decimals and whole numbers

Finding a percent of a number and what percent one number is of another

COMMUNICATIONS

Read and comprehend Laws, rules, regulations concerning wages

Interpret. Terminology and scales

(TASK STATEMENT) PREPARE BUDGET (ADVERTISING, OPERATION, MAINTENANCE, INSURANCE)

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Advertising rates (newspaper, radio/T.V.)
Tax rates (vendor's license, real estate, vehicle license)
Utility rates
Calculating machines
Pens, pencils
Files
File folders

PERFORMANCE KNOWLEDGE

Allocate money for advertising (newspaper, radio/T.V.)

Allocate money for operation
Payroll; vehicles, utilities, donations, repairs

Allocate money for taxes, licenses–federal, state, city

Allocate money for insurance–liability, fire, theft, wind, water, etc., automobile

File all allocations in proper place

SAFETY – HAZARD

Safety: Connect and disconnect electric cords on machines
Hazard: Potential for electric shock, burn

DECISIONS

Implied

CUES

Analysis of financial position, priorities for allocations, money needs of each item

ERRORS

Misappropriations of money
Unbalanced finances

SCIENCE

MATH – NUMBER SYSTEMS

Addition and subtraction of whole numbers

Multiplication and division with whole numbers

Addition and subtraction of decimal fractions

Multiplication and division of decimal fractions

Rounding off decimals and whole numbers

Finding a percent of a number and what percent one number is of another

COMMUNICATIONS

Read and comprehend Printed schedules and rates on advertising, taxes, regulations

Interpret Terminology of regulations

(TASK STATEMENT) LOCATE SOURCES OF AND SECURE CREDIT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Credit files File cards Membership in credit bureau Pen, pencil Telephone	Establish credit for new customer Check place of employment, check credit bureau, check bank on which checks are written Make out credit file card Check file card for old customer	

DECISIONS	CUES	ERRORS
Decide which customers can apply for credit Determine if credit rating is acceptable to extend credit	Customer's purchasing power and stock needs Information received. Standards set by company	Loss of revenue through poor credit risks

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Addition and subtraction of whole numbers Multiplication and division with whole numbers	Read and comprehend: Printed material from credit bureau Speak. Use telephone to call credit bureau Listen: Reports from credit bureau on new customer on telephone

Duty D Establishing Maintenance and Delivery System

1 Make up, package and bill customer orders
2 Deliver customer orders
3 Pick up flowers and supplies from freight terminals
4 Place incoming flowers in water
5 Place incoming supplies on shelves or storage
6 Clean and maintain sales, storage and refrigeration areas
7 Check oil, water and gasoline levels and tire inflation of delivery vehicle
8 Repair electrical components, replace parts, clean and oil electric motors

ERIC

(TASK STATEMENT) MAKE UP, PACKAGE AND BILL CUSTOMER ORDERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Tables, counters, other plane surfaces
Wrapping paper
Boxes
Cord, stapler
Address labels
Billing machine
Crushed ice for roses
Knife

PERFORMANCE KNOWLEDGE

Assemble merchandise on customer's order
Wrap or pack in box
Label or address package or box
Write invoice
Send invoice to proper channels
Mail package (if not deliverable)

SAFETY – HAZARD

Safety Do not spill water, ice or leaves on floor
Hazard: Personnel and customers could slip and fall

Safety Use caution when using knife to cut cord
Hazard: Potential cuts

DECISIONS	CUES	ERRORS
Determine which methods to wrap (or ship) package	Customer instructions Size and fragility of order	Incorrect billing Improper packaging, causing damaged goods

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division of decimal fractions
- Finding a percent of a number and what percent one number is of another

Geometric construction

Knowledge of Monetary System

COMMUNICATIONS

Read Customer orders

Interpret Delivery route to send orders

(TASK STATEMENT) DELIVER CUSTOMER ORDERS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Truck(s) City directory Florist's directory Credit card for gas and oil Order forms	Load truck (first delivery loaded last, last delivery loaded first) Follow delivery route Make delivery to customer at proper designated area Unload order carefully Have customer sign for order Collect for C.O.D. order Take order for future delivery Pick up damaged or inferior materials	Safety: Drive carefully and defensively Hazard: Careless driving, accident Safety: Observe traffic laws Hazard: Violation of traffic laws, citation Safety: Careful handling of perishables Hazard: Perishables can be damaged, refusal of order, personal injury

DECISIONS	CUES	ERRORS
Determine best delivery route	Analyze map information time and distance information, consider customer store hours	Imprompt deliveries Inefficient use of truck mileage
Determine priority orders (rush)	Instructions from manager Read "Rush" labels on boxes and packages	Disregard instructions and labels

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
	Knowledge of Monetary System	Read: Addresses on orders Interpret: Location of addresses Use tact and diplomacy in handling customer complaints

(TASK STATEMENT) PICK UP FLOWERS AND SUPPLIES FROM FREIGHT TERMINALS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Truck(s)
Credit card for gas and oil

PERFORMANCE KNOWLEDGE

Load truck

Sign for materials picked up

Pay for materials if C.O.D.

SAFETY -- HAZARD

Safety Drive carefully observing traffic laws
Hazard Careless driving, accident

Safety Careful handling of perishables and fragile goods
Hazard Careless handling, personal injury, damaged merchandise

DECISIONS

Determine whether proper material is picked up

CUES

Material description, freight terminal instructions

ERRORS

Imprompt pick-up
Pick up wrong material

SCIENCE

MATH – NUMBER SYSTEMS

Knowledge of Monetary System

COMMUNICATIONS

Read Orders to pick up merchandise

Interpret Identify the quantity of merchandise to pick up

(TASK STATEMENT) PLACE INCOMING FLOWERS IN WATER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Containers Water hose Knife or other cutting devices	Fill containers with water Remove flowers from shipping container Cut off stem ends Place flowers in containers Put flower filled containers in refrigerated area Arrange flower-filled containers in refrigerated areas in rows for easy access Check invoice against contents of shipping containers	Safety Do not lift heavy containers of shipped flowers or flower-filled display containers from a bending position Hazard Potential back injury, rupture Safety Use caution in cutting stems of flowers Hazard Personal injury by cutting Safety Do not spill water on floor Hazard Potential fall resulting in personal injury

DECISIONS	CUES	ERRORS
Implied– application of procedure		Flowers not fresh Incomplete shipments go unnoticed

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Forces acting on a body immersed or floating in a liquid	Determination of area and volume of cylinders	Read Packing slips on shipped merchandise

(TASK STATEMENT) PLACE INCOMING SUPPLIES ON SHELVES OR STORAGE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Hand trucks
Knife or other cutting device
Price tags, machines
Invoices
Tin snips
Pliers
Marking pens, pencils

PERFORMANCE KNOWLEDGE

Wheel cartons of supplies to display area
Open cartons
Check content of container against invoice
Remove contents of container and price
Place merchandise on display
Place merchandise in storage
Mark containers for content when placing in storage

SAFETY – HAZARD

Safety Do not lift heavy cartons from bending position
Hazard Potential back injury, rupture
Safety. Use caution in using cutting tools
Hazard Potential injury to hand
Safety Do not drop fragile merchandise
Hazard Potential injury from broken glass, ceramics, etc

DECISIONS	CUES	ERRORS
Quantity to be displayed	Consider display area size, customer needs	Empty shelves on display Loaded storage area Storage area, uneasy access
Determine which merchandise to be displayed in most prominent location	New line	Overestimate customer's acceptance

SCIENCE

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Addition and subtraction of decimal fractions
- Multiplication and division with decimal fractions
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read Instructions for unpacking

Interpret Some items may need assembling

Verbal orders: How much merchandise to display

(TASK STATEMENT) CLEAN AND MAINTAIN SALES, STORAGE AND REFRIGERATION AREAS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Brooms
Cleaning compounds
Dust pans
Light bulbs
Dust cloths

PERFORMANCE KNOWLEDGE

Sweep floors in sales, storage and refrigeration areas
Dust shelves in display area
Dust merchandise on shelves
Replace burned out light bulbs
Check and adjust refrigeration control
Clear old items from shelves and refrigerated area

SAFETY – HAZARD

Safety Keep floors cleared of debris and keep them dry
Hazard Potential injury from falling
Safety Use caution when replacing light bulbs
Hazard Electrical shock
Safety Handle fragile displayed merchandise carefully
Hazard Cuts and other injury
Safety Always disconnect circuit and lock out breaker before working on electrical components
Hazard Electrical shock

DECISIONS	CUES	ERRORS
Determine which items should be discarded	Consideration of damaged to item, age of item, code dating of package, observation of item	Unsightly, unsanitary place of business Waste through spoilage
Determine if slow moving items should be displayed in a more prominent area	Location at back of shelf—larger items displayed in front of slow moving items	

SCIENCE

MATH – NUMBER SYSTEMS

COMMUNICATIONS

Always inform other personnel when working on electrical components

(TASK STATEMENT) CHECK OIL, WATER AND GASOLINE LEVELS AND TIRE INFLATION OF DELIVERY VEHICLE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Tire inflation gauge
Funnel
Sprinkling can

PERFORMANCE KNOWLEDGE

Check oil level
Check water level
Check gasoline level
Check tire inflation

SAFETY – HAZARD

Safety Do not check water level in radiator if it is boiling over
Hazard Potential for scalding
Safety Do not check gasoline level through the opening where it is filled while smoking. Check instrument on dashboard
Hazard Potential for explosion and fire
Safety Do not check tire inflation unless brakes are set
Hazard Potential for truck to move and cause injury

DECISIONS

Implied–application of procedure

CUES

ERRORS

Unsafe vehicle

SCIENCE

Relationship of force to distortion in an elastic body

MATH – NUMBER SYSTEMS

COMMUNICATIONS

Read and comprehend order to check vehicle oil, water and gas levels

Read and comprehend vehicle maintenance manual

(TASK STATEMENT) REPAIR ELECTRICAL COMPONENTS, REPLACE PARTS, CLEAN AND OIL ELECTRIC MOTORS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Screwdriver Pliers Electrical tape Oil and oil can Knife Step ladder Buss fuses Cartridge fuses Assorted gauges electrical wire Vacuum cleaner Brush Air compressor and hose	Clean and oil electric motors Repair wiring on electric motor Repair electric switch Replace electric switch Replace light fixture Install electric motor Replace burned out fuse Replace or adjust v-belts	Safety: Do not work on any electrical components without first disconnecting circuit and lock out breakers Hazard: Potential for electrical shock and burns Safety: Do not stand on wet floor while working on electrical component Hazard: Potential for electrical shock Safety: Set step ladder firmly before using Hazard: Potential for falling, injury Safety: Use electrical tape where required Hazard: Fire and short circuits

DECISIONS	CUES	ERRORS
Implied--application of procedure		Unsafe motors Damage due to insufficient maintenance

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Simple machines used to gain mechanical advantage Magnetic fields of force Transfer of energy from one form to another	Measures of length Measure of time and speed (Example: time-seconds, minutes, etc., speed-feet per minute, R.P.M., etc.)	Read and comprehend: Order to repair or replace electrical component Interpret: Location and identity of electrical component

Duty E Promoting Public Relations

1 Attend professional organization meetings
2 Invite customers to open house at holiday seasons
3 Foster neat appearance of all sales personnel
4 Maintain delivery vehicle with unique and attractive name and advertising design

(TASK STATEMENT) ATTEND PROFESSIONAL ORGANIZATION MEETINGS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
List of professional organizations Schedule of meeting dates **Telephone**	Send in reservation for meeting Set up meeting room (if an officer) Conduct meeting (if president) Arrange for speaker (if on committee) Participate in meeting	Safety. Drive carefully to meeting, observing traffic rules and regulations Hazard: Accident on way to meeting

DECISIONS	CUES	ERRORS
Which meetings to attend	Analyze schedule, available transportation, interest level	Lack of knowledge provided by these meetings

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Science		Acknowledge invitation to meeting Return properly filled in forms Call on telephone confirming Write a letter clearly stating attendance/unattendance Use telephone Invite others to meeting Arrange for a guest speaker Set up committee meeting

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(TASK STATEMENT) INVITE CUSTOMERS TO OPEN HOUSE AT HOLIDAY SEASONS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Complete list of customers and addresses
List of potential customers
Printed invitations, envelopes
All merchandise properly displayed and priced
Parking lots reserved
Supply of order blanks

PERFORMANCE KNOWLEDGE

Display fresh flowers
Display artificial flowers
Display ceramic and glass wares
Display seasonal novelties
Display seasonal greens
Display seasonal ribbons
Display made-up arrangements
Send invitations to selected customers
Advertise open house information

SAFETY – HAZARD

Safety Keep aisles clear in all display areas
Hazard Guests could fall–liability
Safety Electric cords on display are connected properly
Hazard Shock possibility–liability
Safety Keep floors in cut flower display area dry
Hazard Guests could slip and fall–liability
Safety Keep store well lighted
Hazard Guests could bump into displays–damage

DECISIONS	CUES	ERRORS
What to display	Consider season, customer interest	
How to display	Consider display techniques, available space	
Which customers to invite	Consider past sales to that customer, other possible criteria	
Determine which season of the year is most profitable	Consider seasonal sales peaks	

SCIENCE

Behavioral Science

MATH – NUMBER SYSTEMS

Basic Arithmetic Skills
- Addition and subtraction of whole numbers
- Multiplication and division with whole numbers
- Finding a percent of a number and what percent one number is of another

Knowledge of Monetary System

COMMUNICATIONS

Read Orders to promote sales

Interpret Orders for sales promotion
Assembly directions on displays

Use persuasion, propaganda devices, emotional appeals, poise, logic, good vocabulary

(TASK STATEMENT) FOSTER NEAT APPEARANCE OF ALL SALES PERSONNEL

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON

Supply of clean uniforms
Clean restrooms
Clean mirrors

PERFORMANCE KNOWLEDGE

Practice good grooming
- Hair well groomed
- Clothing neat and clean
- Shoes polished
- Clean fingernails
- Personal hygiene

SAFETY – HAZARD

Safety Neat, clean uniforms zipped or buttoned
Hazard Torn, sloppy uniforms can cause accidents

Safety Proper foot covering
Hazard Sandals, etc not protective for falling objects

DECISIONS

Implied

CUES

ERRORS

Set bad example
Employ ill-groomed personnel

SCIENCE

Behavioral Science

MATH – NUMBER SYSTEMS

COMMUNICATIONS

Read Orders to greet customers pleasantly and politely
Orders to assist customers

Interpret Approach customer by name (possible) smile and use a pleasant tone of voice, be alert to help and assist customers

(TASK STATEMENT) MAINTAIN DELIVERY VEHICLE WITH UNIQUE AND ATTRACTIVE NAME AND ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	PERFORMANCE KNOWLEDGE	SAFETY – HAZARD
Truck(s) Sponges, chamois Pails Hoses Cleaning compound, wax, polish	Wash truck(s) Polish or wax truck(s) Keep paint coated	Safety Keep windshield clean Hazard. Poor visibility, accidents Safety Keep brakes adjusted Hazard: Bad brakes, accidents Safety. Check oil and water levels Hazard. Poor maintenance, costly repair

DECISIONS	CUES	ERRORS
Implied		Poorly maintained fleet

SCIENCE	MATH – NUMBER SYSTEMS	COMMUNICATIONS
Behavioral Sciences		Read Orders to keep vehicle cleaned and polished Interpret Wash and wax as often as needed according to weather conditions

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